



WCPO

ORDER

Print Date 08/02/12

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Flight Dates 08/08/12-08/14/12

wcpo.com
kypost.com

Contract / Revision 306793 /

Original Date / Revision
08/02/12 08/02/12

Advertiser Americans for Prosperity

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

Americans for Prosperity

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1166

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	25	\$17,297.50	\$20,350.00	0.00	07/30/12	08/14/12	25	\$17,297.50	\$20,350.00
Totals	25	\$17,297.50	\$20,350.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/08/12	08/10/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--111--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	--111--		3		\$400.00		0.00					
N 2	WCPO	08/08/12	08/10/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	--1-1--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	--1-1--		2		\$850.00		0.00					
N 3	WCPO	08/08/12	08/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--111--	:30	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision 306793 Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser Americans for Prosperity Product Americans for Prosperity Estimate # 1166

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	08/08/12	08/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--111--	:30	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--111--					3	\$1,600.00		0.00			
N 4	WCPO	08/08/12	08/10/12	M-F 1135p-1202a Nightlin M-F 1135p-1202a Nightlin	CM	1135p-1202a	--111--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--111--					3	\$400.00		0.00			
N 5	WCPO	08/08/12	08/12/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	--11--1	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--11--1					3	\$900.00		0.00			
N 6	WCPO	08/12/12	08/12/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S					1	\$450.00		0.00			
N 7	WCPO	08/13/12	08/14/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	11-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	11-----					2	\$400.00		0.00			
N 8	WCPO	08/13/12	08/14/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	11-----					2	\$850.00		0.00			
N 9	WCPO	08/13/12	08/14/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	11-----	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	11-----					2	\$1,600.00		0.00			
N 10	WCPO	08/13/12	08/14/12	M-F 1135p-1202a Nightlin M-F 1135p-1202a Nightlin	CM	1135p-1202a	11-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	11-----					2	\$400.00		0.00			
N 11	WCPO	08/13/12	08/14/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	11-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	11-----					2	\$900.00		0.00			
Totals														25	\$20,350.00